

**NORTH OGDEN CITY
ECONOMIC DEVELOPMENT COMMITTEE
MEETING MINUTES**

January 18, 2022

The North Ogden City Economic Development Committee convened in a regular meeting on January 18, 2022 at 6:02 p.m. The meeting was also held virtually on Zoom. Notice of time, place, and agenda of the meeting was posted on the bulletin board at the municipal office and posted to the Utah State Website on January 13, 2022. Notice of the annual meeting schedule was published in the Standard-Examiner on December 16, 2021.

Committee:

Terry Bexell	Committee Chairman	
Jay D Dalpiaz	City Council Member	
Brandon Fessler	Committee Member	
David Gordon	Committee Member	
Jenice Jones	Committee Member	
Dave Meents	Committee Member	
Bryan Crowell	Committee Member	via Zoom
Cody Watson	Committee Member	via Zoom

Staff:

S. Neal Berube	Mayor
Jon Call	City Manager/Attorney
Scott Hess	Planning Director

Visitors:

Stefanie Casey
Brenda Ashdown

Committee Chairman Terry Bexell called the meeting to order and Committee Member Cody Watson offered the invocation and led the audience in the Pledge of Allegiance.

CONSENT AGENDA

**1. DISCUSSION AND/OR ACTION TO CONSIDER SEPTEMBER 21, 2021
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Committee Member David Gordon moved to approve September 21, 2021 Economic Development Committee meeting minutes. City Council Member Jay D Dalpiaz seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

2. **DISCUSSION AND/OR ACTION TO CONSIDER OCTOBER 19, 2021
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Committee Member David Gordon moved to approve October 19, 2021 Economic Development Committee meeting minutes. City Council Member Jay D Dalpiaz seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

ACTIVE AGENDA

3. **CHANGE OF COUNCIL MEMBERS AND ADDITION OF SCOTT HESS TO
COMMITTEE**

Committee Chairman Bexell mentioned changes to the City Council which resulted in this committee now having Jay D Dalpiaz as its liaison with the City Council.

Committee Chairman Bexell announced that he had made a change which moved any public comments to the end of the agenda.

4. **DISCUSSION ON POSSIBLE GRANT MONEY**

Committee Chairman Bexell turned the time over to Planning Director Hess to present his findings on potential Federal, State, and County grant money.

Planning Director Hess described two grants for which he had recently applied. One was a land use protection program through the Wasatch Front Regional Council. If this grant was received, it would be used in the area at the intersection of 2000 North and Washington Boulevard, in the Cannery area. There were businesses located there that they would like to keep and help expand. He also mentioned some aging buildings in that area that needed decisions to be made. Changes would be supported by a market study to understand how to obtain the desired outcomes.

Next, Planning Director Hess described a grant for an active transportation project, which included a comprehensive trail and signage plan. He mentioned that North Ogden had an excellent network of existing and planned trails, but they were disconnected—a problem which limits somewhat the full economic impact they could produce. Better signage would attract more people to North Ogden for the trails and other mountain experiences, and those people would spend more money in North Ogden, such as at restaurants.

Finally, Planning Director Hess discussed the potential for Federal grants. He admitted that North Ogden did not compete very well for Federal grants because the City was in too good a position financially (by individual incomes) to qualify. There were not enough underserved residents, which was a good thing generally—but made North Ogden less

eligible. He mentioned the EDA, or Economic Development Administration. He pledged to keep looking and asked the committee to zero-in on areas of particular interest to them, which would help him as he looked. He suggested aerospace industries, as an example. He stated he was excited to be part of the Committee, and invited questions.

Committee Chairman Bexell noted that he had asked Planning Director Hess to be part of the Economic Development Committee.

City Council Member Dalpiaz asked for more details about the EDA. Planning Director Hess explained that the Economic Development Administration administered Federal grant funds that were aimed at helping communities develop jobs. The EDA was already in place before COVID recovery money was approved for distribution by Congress. They took over the distribution of those monies. North Ogden had a regional contact in Denver who would be a go-between if the local community applied for such funds, and they would compete with others in the region rather than across the entire nation.

Committee Member Crowell stated they had discussed recreation and trail networks in their last meeting, and he was pleased by tonight's discussion of potential grant money to help in those areas. He felt it was a nice fit. This discussion progressed with comments from a couple of others who mentioned two upcoming events (a mountain bike race and North Ogden's Got Talent) that would have potential for impacting North Ogden's economy. Suggested were ways to get businesses involved in these events, such as food trucks and sponsorships.

Committee Chairman Bexell asked Planning Director Hess for more details on what North Ogden would need to do to apply for EDA funds to help with the North Ogden Plaza area (2000 North 400 East). Bexell admitted they would probably need a good plan. He acknowledged that they had gotten some RDA funds, but he wanted to zero in on EDA funds. Hess agreed that there were RDA funds available for basic infrastructure improvements such as sidewalk lights. The area in question was a big hurdle in redevelopment. Hess agreed to look into additional money they might be awarded through the EDA. He also stated that the RDA funds they already had could be used for special improvements on sections of Washington Boulevard. They needed to create a policy that would permit the redevelopment they hoped to see. He urged sensitivity to the wants and needs of the property owners.

Planning Director Hess answered a question about the grant he had applied for, and which he had mentioned early in the discussion. He stated they would find out in April if they had been awarded that money, and if they had, they would have the money by July 1. That money would be specifically used to hire a consultant who would help with planning efforts. They would first select a group to act as a steering committee for the consultant. He felt some of the people on the Economic Development Committee should serve on that steering committee.

There was further discussion in what Committee Member Crowell had mentioned about the potential for sponsorships for the mountain bike race, or the North Ogden's Got Talent event. There seemed to be a lot of potential for advertising with business logos on t-shirts, banners, etc.

Committee Chairman Bexell asked City Manager/Attorney Call to share what he knew about the bike race. Call stated the organizers hoped for 150 participants. Multiply that by 4 or 5 interested attendees per each cyclist, and there could be 600-1000 people there, including vendors. Call stated the race was going to start at a trailhead. He wasn't sure whether it would loop back to the starting location or end at another location.

Committee Chairman Bexell asked if the City would benefit financially from food trucks that could be invited. City Manager/Attorney Call explained how the sales tax was supposed to work, which was that the tax collected was to be paid to the location where the food was sold rather than to the location at which the food truck was registered.

Weber High School had the largest mountain bike team in the country. If they partnered with Weber High School they could bring out a lot of folks.

Committee Member Jones commented it would be good to offer sponsorships to businesses and she pointed out that there could be different levels of sponsorships. Businesses could choose whatever level they liked. She saw t-shirts as one level, displaying banners as another, and advertising on vehicles yet another level that could be offered.

The statement was made that it would be important to make an impression that would motivate out-of-towners to want to come back to North Ogden. He suggested giving out water from North Ogden's famous "stump fountain" in Bicentennial Park, or giving out ice cream from a local shop.

Committee Chairman Bexell suggested putting together a subcommittee to work with the race organizers and he asked for volunteers. Three came forward, which included Committee Members Watson and Jones. Bexell told the volunteers he'd get back with them soon.

5. FOLLOW UP ON PAST ITEMS

Committee Chairman Bexell made a comment prior to the opening of the agenda item stating that meetings in 2022 were changed to start at 6:00 p.m.

Committee Chairman Bexell asked City Council Member Delpias if there had been talk about spotlighting businesses. He asked Delpias to inform the group of actions that were being taken. Delpias stated that the latest action was the creation of a Facebook Page called "Spend it in North Ogden." It hadn't a lot of likes or follows yet, but they had a

goal to expand it to be more visible. He invited everyone on the committee to search it out and share it with their friends.

City Council Member Dalpiaz talked of another ongoing effort, which was to try to get some videos produced to spotlight businesses. Dalpiaz mentioned having a contact in the video production business that they might be able to work with on this. In the plan they were considering, a business would apply to be spotlighted on a video, and production costs would be budgeted.

Committee Chairman Bexell encouraged City Council Member Dalpiaz to get this started. Dalpiaz recalled that they wanted to get a number to bring before the City Council for a yearly budget. That budget would also be for things such as banner repair and replacement. The suggested budget amount would not be exorbitant.

Committee Member Fessler had been tasked previously to work on how to help businesses. He indicated he had started that process by looking at similar Cities and what they had collected for property and sales taxes. He was to make a presentation about this at the next meeting. He wanted to know the Economic Development Committee's "angle," or what they wanted to accomplish. He had had a conversation with City Manager/Attorney Call to discuss that. Once he knew exactly what the priorities were, he could do his job better. He had also talked to the Mayor similarly, who had presented a list of priorities.

Committee Chairman Bexell asked City Manager/Attorney Call if there was an easy way to get a list of all of North Ogden's business. Call stated that yes; they could use the business license list. Bexell then asked about an older program that had highlighted businesses for a time. He wondered if that program was still in place. Call answered that the program was still ongoing, but it had been taken over by a magazine.

Committee Chairman Bexell elaborated on some of his own ideas. He wanted to make sure that the businesses that existed were being utilized. He felt in order to do that the residents needed a list of existing businesses. He asserted there were people living on the hills that probably didn't even know what North Ogden had to offer. Yes, they wanted to bring in new businesses, but they had an obligation to help existing businesses. He cited as an example the emphasis that had been placed on Ace Hardware in North Ogden. Bexell ordinarily went to Lowe's or Home Depot for his hardware needs, but because of the emphasis that had been placed on Ace Hardware, he decided to try them. He was surprised he could find things there that he couldn't find at Lowe's or Home Depot. Now he shops at Ace Hardware.

Discussion took place regarding the condition of the property at North Ogden Plaza. They needed to draw something new to that area to prompt some redevelopment. It needed some sparkle, yet redevelopment took money which had to be recouped. Usually that meant higher rent for tenants. But, if tenants' business didn't increase as the result of the

redevelopment, they would have to leave. This could become an ugly cycle that would include empty space that didn't produce any revenue.

Committee Chairman Bexell asked if they had a property owner's association at the Plaza, and if so, who the president was. As it turned out the president was a member of this committee. Committee Member Dave Meents stated he had been the president since 1997 because he got volunteered. He actually lived in North Ogden and no one else wanted to do it. He stated that the responsibilities hadn't been anything major.

Committee Chairman Bexell announced that he wanted to form a subcommittee that would include himself and Committee Member Meents, and that they would ask Mayor Berube to help them. The comment was made that it was critical to involve the businesses in any talks and they would have to decide what the marketing component would be.

City Council Member Dalpiaz commented that any redevelopment would cost a lot of money, and he wondered if the RDA funds could be used to offset the cost to businesses. City Manager/Attorney Call answered that yes, the RDA money was more open as far as what it could be used for, and there was an option that encouraged businesses to stay and thrive.

It was stated that businesses had to invest or they would not thrive. If their property deteriorated, they would lose business. If a business owner didn't view upkeep in a proactive way, he or she would learn the hard way. The speaker was in the grocery business, and they pointed out from experience that every time they remodeled their grocery store, sales went up 20-25%. On the other hand, if a business owner defers fixing things up too long, they can hardly recover. Businesses that don't invest eventually go out of business.

Mayor Berube was asked to give his opinion on using RDA money to offset the cost of redevelopment to businesses. He commented that it was possible. He recalled that the money had been used in the past to incentivize businesses somehow. He felt there was a way to do that. He wondered how much money they could expect from the RDA. The answer was about \$2.4 million, although there was a feeling among City Council members that the Aquatic Center should be the beneficiary of those funds. There was competition for those funds. The task was to utilize the money to best advantage to the City, so there would have to be careful thought as to what was the best advantage.

The discussion continued, with a new idea: Could they set aside North Ogden's portion of property tax for a period of time based on growth, with the hope of giving up something now with hope for more later? Reference was made to money that had been handled that way in a Smith's redevelopment, and that it had been successful. City Manager/Attorney Call pointed out that most of the local tenants had moved from that location and national tenants replaced them. He wondered if the strategy had hurt the local businesses.

Committee Member Jones, who was a business owner in North Ogden Plaza, wondered if they could build some extra space into the buildings. She mentioned a very wide fire lane that seemed wider than it needed to be. Space could be taken from that fire lane. She felt extra space would improve her business. Committee Chairman Bexell praised Jones for the idea and pledged to look into it.

Referring to the suggestion of adding more space, a discussion developed around setbacks. The Committee discussed site specifics. They agreed that there may be setback requirements that would limit what could be done to add space. Committee Chairman Bexell asked City Manager/Attorney Call to investigate the setback requirements. Call agreed to do so.

More discussion centered on the odd property lines that were drawn up so that each business could own their own driveway. A cross-section easement was granted so there would be legal access for City purposes. City Manager/Attorney Call agreed that commercial properties often had weird property lines, but there were situations to warrant them. Committee Chairman Bexell commented that the property line realities could limit the kind of businesses that would be attracted to the North Ogden Plaza. He used as an example a Texas Roadhouse. How could they get multiple property owners to sell together for the space that such a business would need?

Committee Chairman Bexell stated that he would have a conversation with City Manager/Attorney Call at another time regarding the feasibility of selling all of North Ogden Plaza to a developer. He joked that everything was for sale if the price was right!

City Council Member Dalpiaz commented further on what hiring a consultant could do for the area in question. He felt a consultant could produce design changes and beautification strategies that would make a difference. He gave as an example the potential for daylighting Coldwater Creek. The creek was currently piped out of sight. Dalpiaz acknowledged that was a big dream, but they needed to look at all possibilities and a consultant would help with that.

The discussion progressed. The philosophies of past mayors were discussed. One past mayor had felt that breaking up the parking lot into green areas would help. He also favored opening up the creek. Opening up that creek would require bridges, but having an open creek could also mean having trails that would add interest and draw. But that idea had been brought up during a drought year when watering more green space would have been a problem. Also, snowplow crews really disliked it when extra curbing and things to be plowed around were added to parking areas. Another mayor had suggested using some RDA money to get some architectural drawings and cost estimates on what could be done to perk up the area architecturally.

Committee Chairman Bexell expressed some concern about daylighting the creek, though he acknowledged that if there was an apartment complex that could benefit by such a

move, it would be very nice to daylight it in that area and bring a restaurant in to complete the draw. It wouldn't be easy to do that, but it might be worth considering.

Committee Chairman Bexell asked if there was anything from the last meeting which they hadn't fully resolved.

City Council Member Dalpiaz stated that he and City Attorney/Manager Call had been working together on the signage that was going to be at Cooperstown. He wondered if Call had a status update. Committee Chairman Bexell inserted that he and Call had had a meeting earlier and had concluded that Call needed to get a re-bid on this project, and that it would be scaled down a bit. Dalpiaz also wanted to make sure that Ryan Barker and Blake Cevering were thanked for their past involvement on the committee. Bexell asked Mayor Berube to acknowledge them at the next City Council meeting and stated that he would come to that meeting to help thank Barker and Cevering. There was subsequently a discussion about marketing.

Committee Member Jones brought up signage, suggesting that among the signs should be maps showing exactly where to go to enjoy the activities North Ogden decided were part of their brand. She advocated leading people by the signage. A map on a sign could show where all the trailheads were. She felt it would be a win/win for everyone. Committee Chairman Bexell really liked that idea of having maps on signs.

More questions were raised on the bike race; for example, were the organizers an outside or City entity? City Manager/Attorney Call stated that the Arts Guild was a City committee to create new activities, and they were heading up the bike race. It could become an annual event.

Committee Chairman Bexell then made firm his subcommittee assignments: Committee Members Crowell and Watson were to head up the subcommittee that would tie businesses to the bike race. Committee Members Fessler and Jones were to head up the subcommittee that would work on the branding issue. If they needed help they were to contact Bexell.

Committee Chairman Bexell further stated that they could use some of the RDA money to hire outside experts. He felt that would be money very well spent. They shouldn't just copycat what Ogden had done, but rather let the experts help them find their own niche. They would ask questions of the citizens. Citizens would have lots of ideas for the consultants to put a twist on. This would give them a great roadmap for how to spend their money in the future, what their priorities should be, and what kinds of businesses they should try to attract. Everything would start to fall into place.

City Manager/Attorney Call cautioned that the only modifier was that the Council had to approve all of this. But, if the Economic Development Committee would put their request together, the Council would review it and decide. The Council would first have

to approve the branding idea, and then approve the amount of money to spend, in that order.

Committee Chairman Bexell suggested they could start by getting some quotes from a few consulting companies. Bexell felt encouraged by the direction this was going. He felt North Ogden badly needed new businesses and more people. He was grateful for the creativeness that had been shown in this night's meeting.

City Manager/Attorney Call instructed the Committee on how to find the City's list of businesses on the City's website.

6. PUBLIC COMMENTS

There were no public comments.

7. COMMITTEE/MAYOR/STAFF COMMENTS

City Manager/Attorney Call brought up that the Polar Plunge that was scheduled for the coming Saturday had been delayed until next month for COVID reasons. The Polar Plunge was an example of an outside group doing something fun for the whole city.

Mayor Berube brought up that the Economic Development Committee should be aware of all activities that were taking place in case any of them provided an opportunity for businesses to promote themselves.

Committee Member Gordon commented on the City's Christmas light festival. He had been part of that and thought it was amazing. A lot of people had come from out of town. It was a really good event. He expressed appreciation to all who had been involved.

Committee Chairman Bexell commented that Cherry Days would bring people in also. He remembered a family from West Valley City who had attended last year and had commented how neat an event it was. He concluded by stating he was excited about 2022 and knew it would be a good year for growth and for the residents of North Ogden City. He thanked everyone for their participation on this night.

8. ADJOURNMENT

Committee Chairman Bexell committed to sending out an invitation to the next meeting via text and email. It was stated that two weeks' notice was preferred.

The meeting was adjourned at 7:45 p.m.



Joyce Pierson
Deputy City Recorder